

TOWN OF HOLLYWOOD PARK
THE HOLLYWOOD PARK ECONOMIC DEVELOPMENT CORPORATION
WILL MEET ON THURSDAY SEPTEMBER 18, 2014 AT 5:30 P.M.
IN TOWN HALL AT #2 MECCA DRIVE.

AGENDA

- I. CALL TO ORDER
- II. ROLL CALL
- III. VOTE TO RETAIN RYAN HENRY AS NEW EDC ATTORNEY
- IV. APPROVAL OF THE MEETING MINUTES 6/19/14
- V. ACCEPT THE FINANCIAL STATEMENTS AS OF 8/31/14
- VI. RENEWAL AND REPLACEMENT OF BOARD MEMBERS WITH EXPIRING TERMS
- VII. OLD BUSINESS:
 1. Discuss/Take Possible Action on relationship with Texas Creative as graphics and marketing firm, including consideration of final payment requests, deliverables and other actions (Lane/Prater).
 - a. Citizen Comments:
 - b. Discussion:
 2. Discuss/Take Possible Action on future phasing and implementation schedule of ongoing Marketing Plan, including consideration of new firm(s) for creative and web site design (Lane/Uhlig).
 - b. Citizen Comments:
 - c. Discussion:
 3. Discuss/Take Possible Action on a proposal for signage procurement including marquee, entry signs, City Hall signage, street signs with ancillary signs, and 281 frontage banners (Lane).
 - c. Citizen Comments:
 - d. Discussion:
 4. Discuss/Take Possible Action on incentives, promotion and development of commercial property to increase sales tax revenue as an EDC strategy (Lane/Prater).
 - a. Citizen Comments:
 - b. Discussion:
- VII. NEW BUSINESS:
 1. Discuss/Take Possible Action on Grant Writing in support of EDC and Hollywood Park community development initiatives (K. Hill).
 - a. Citizen Comments:
 - b. Discussion:

2. Discuss/Take Possible Action on implementation of digital outdoor advertising, including Clear Channel billboards and City Hall marquee (Dini).
 - a. Comments:
 - b. Discussion:
3. Discuss/Take Possible Action on promotion of “Shredding Day” at City Hall on October 11, including approval of post card advertising (Lane).
 - a. Comments:
 - b. Discussion:
4. Discuss/Take Possible Action on promotion of “Arbor Day” Community Fair at Voigt Park on November 8, including approval of post card advertising, purchase of mulch and possible reimbursement of Texas A&M seedlings (Lane).
 - a. Comments:
 - b. Discussion:
5. Discuss/Take Possible Action on cooperative marketing and seasonal promotion with Holiday Inn Express consistent with branding and terms of H.O.T agreement (Lane).
 - a. Comments:
 - b. Discussion:
6. Discuss/Take Possible Action on status of all current EDC projects for overall discussion of whether EDC Goals are being met. Discussion and brain storming on possible future projects to include on future agendas.
 - a. Citizen Comments:
 - b. Discussion:

VIII. ADJOURNMENT

I certify that a copy of the above Notice of a Meeting was posted on the Official Bulletin Board, located at City Hall, on Monday, September 15, 2014 by 5:00 p.m.


Janice Alamia, City Secretary

AGENDA NOTICES:

Decorum Required:

Any disruptive behavior, including shouting or derogatory statements or comments may be ruled out of order by the Presiding Officer. Continuation of this type of behavior could result in a request by the Presiding Officer that the individual leave the meeting, and if refused, an order of removal.

Executive Session

The Board reserves the right to go into executive/closed session on any topic posted on the agenda or which flows from an agenda topic should the presiding Board Member decide it is in the best interest of the EDC to convene in executive/closed session pursuant to the Texas Open Meetings Act.

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (210) 494-2023 EXT 221 OR FAX (210) 494-7859 FOR FURTHER INFORMATION.